



# CALPEEK

CALIFORNIA POLITICAL WEEK

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## **PROP. 170 UNDER ATTACK IN JARVIS INFOMERCIAL.**

Editor's note: In just about every campaign cycle there seems to be some new technique or gimmick used that some campaign professional has dreamed up. In the upcoming Nov. 2nd statewide special election, forces who are lined up **against Prop. 170**, the measure to allow a simple majority vote on school bonds, has come up with a **political infomercial**. Here's our report...

...If you've got a TV set, then you know what we're talking about. An **infomercial** is usually a 30-minute spot where a new product is demonstrated ad nauseam and potential buyers are urged time and again to call a toll free number to purchase the product. Well, consultant **Stu Mollrich** of Butcher, Forde & Mollrich has produced a real masterpiece for the **Howard Jarvis Taxpayers Assn.**, chief opponents of Prop. 170...

...In this political infomercial, Mollrich takes advantage of the **Jurassic Park** craze with "**taxasaurus**," using stock footage from those "B" dinosaur movies of the '50s and '60s as the opening hook. But once that's over, you're then into "Taxing Times" with HJTA Pres. **Joel Fox** and his guests, who bash any and all taxes...

...Although there are numerous tax subjects discussed, the one getting bashed the most is Prop. 170. One of the guests on this first show is GOP Assemblyman **Dean Andal** of Stockton, who bluntly says that 170 is a "scheme by developers to gang up on homeowners." Under Prop. 170, school construction bonds would only need a 50% + 1 vote to win approval, instead of the current 2/3rds vote. Fox says if Prop. 170 is approved, property taxpayers will see an endless series of school bond measures on the ballot, with 9 out of 10 passing --- thus driving up property taxes. The HJTA even has the 1-800 number for viewers to call. It's 1-800-TAXES-93. The initial buy for this first political infomercial was about \$30,000...

...FYI: Fox can take some comfort with the newest data from the **Field Poll**, which shows NO on 170 leading by a margin of 48% to 32%, with 20% undecided. Stay tuned...

## **PROP. 174 FALLS BEHIND IN LATEST FIELD POLL.**

Although it is still very early in this campaign, supporters of **Prop. 174**, the school voucher initiative on the Nov. 2nd special election ballot, have their work cut out for them. In the latest survey by **The Field Poll**, the YES side is behind by 10-pts., 36% to 46%, with 18% undecided. What's of interest is that the level of awareness of this proposal is running at 44% statewide, which is fairly high, given this stage of the campaign, with no TV media buys and only fair news media coverage. More next week. Stay tuned...

## **WILSON'S JOB RATING NUMBERS IMPROVE IN NEW FIELD POLL, BUT HE'S STILL IN LOTS OF TROUBLE.**

Editor's note: In last week's CALPEEK we analyzed Gov. **Pete Wilson's** proposals on **illegal immigrants** and now we have some polling data to see how voters reacted. CALPEEK's report & analysis is based on the latest **Field Poll**, taken between Aug. 12-18...

...As noted in last week's newsletter, prior to this new Field Poll, only 15% of those questioned gave Gov. Wilson a **good to excellent** score on his job performance. The new numbers show a 6% **improvement** to 22%. And the governor's **negative** job rating, at 42% in the last poll, has **dropped** to 33%. Another 39% give Wilson fair marks and 6% have no opinion. That's the good news...

...The bad news is on two fronts. A huge 61% of those questioned in the poll said they are **not inclined** to vote to reelect Wilson and the governor is still running be-

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hind both of his potential 1994 Demo rivals, State Treasurer Kathleen Brown and Insurance Comm. John Garamendi. In May, he trailed Brown by a 53% to 30% margin - now the gap is 50% to 37%. Garamendi led Wilson by 49% to 30% - now the gap is 47% to 35%. So while he has improved in one-on-one battles with Demos, he's by no means out of the woods...

...So if Wilson is still behind in the political polls, why the increase in job performance ratings? Was the jump due to his recent statements on illegals? That helped, but sources, including pollster Mervin Field, say that if Wilson had said nothing about illegals, his numbers would have *gone up anyway* because of the **positive publicity** surrounding the signing of the budget on time and the enactment of workers'compension reform...

...In terms of illegals, the newest Field Poll suggests Wilson's stance is **solid** on some things, but **shaky** on others. His proposal to restrict welfare assistance to illegals gets a 77% approval rating; and 72% agree with his idea to have a tamper-proof ID card. However, Wilson's idea to ban children of illegals from attending public schools gets only 51% support; while only 37% support Wilson's idea to ban illegals from receiving emergency health care. This suggests that while Californians are very frustrated with the illegal immigration situation, they don't especially care for "illegal immigrant bashing." So Wilson may not be totally safe on this issue. Stay tuned...

**11th S.D. UPDATE: 3 GOP & 2 DEMOS IN SPECIAL.**

With the special election for retired State Sen. Becky Morgan's 11th S.D. seat set for Nov. 2, two Demos and three Republicans are now in this race. The front-runner is former Congressman Tom Campbell(R). The other two GOPers in the race are perennial candidate Jack Hickey and Virgil McVicker. On the Demo side, the two contenders are Amal Winter, president of the West Valley-Mission College board of trustees; and freelance business writer Hal Plotkin. Both are "B" team players and would have a hard time defeating Campbell in the Dec. 28th runoff. Some sources **speculate** that Plotkin may be in this race *not to defeat* Campbell, but to keep Winter from getting a seat on the CDP Central Cmt. And as CALPEEK sources had predicted, former CTA Pres. Ed Foflia decided not to run. Stay tuned...

**UPDATE: CALPEEK'S EARLY LINEUP FOR 1994.**

Editor's note: There have been some new developments with regard to some Statewide constitutional offices that CALPEEK reported on in our previous July-August series. Here is our update...

- **Insurance Commissioner** - Add the name of Demo Assemblyman Burt Margolin of L.A. as a possible contender. Margolin is the former chairman of the Assembly F&I Cmt. and currently serves as chair of the Assembly Health Cmt...

- **Controller** - Add the name of popular Alameda Co. Sup. Don Perata to the list of potential Demos **looking** at this office now held by incumbent Gray Davis. Perata is up for reelection next year and is keeping his opinions open, according to sources...

- **Lt. Governor** - On the Demo side, Gray Davis has named consultant Garry South as manager of his exploratory campaign. South was communications director for L.A. Councilman Mike Woo's campaign this past June. Davis's main Demo opponent, former CDP chair Phil Angelides, some time ago named Cathy Calfo as his campaign director...

- **State Treasurer** - BOE Member Matt Fong(R) made his official entry into this race with a formal announcement several weeks ago. No Demos in the race and Fong is the only announced GOPer...

- **BOE - 2nd District** - Remove the name of State Sen. Bill Leonard(R-Upland) from this race. Stay tuned...

**FEC TO HOLD CONFERENCE ON CAMPAIGN LAWS.**

The Federal Election Commission(FEC) will hold a two day regional conference on campaign finance law for House & Senate campaigns, party committees and federal PACs, Sept. 30 and Oct. 1, at the Hotel Nikko in San Francisco. Also participating in this two day event will be the CA FPPC and the IRS. Cost of the conference is \$135. For info 1-800 424-9530...

**27th A.D. SPECIAL: IT'S TOUGH TO FIND LEADER.**

Editor's note: With the special election to replace former Assemblyman Sam Farr(D) on Aug. 31st, very few CALPEEK sources have the slightest idea as to which candidates will make the Nov. 2nd runoff. Most sources tend to rate this special as a toss up for both the Demos and the Republicans. Here's our brief report...

...Demos first. When the race first started, most sources would have picked Santa Cruz Co. Sup. Gary Patton as the candidate to beat. But in recent weeks former Santa Cruz Mayor John Laird has come on very strong and therefore most sources now rate the contest as a toss up. The *long shot* Demo in the race is school board member Carolyn Plummer, who is from the Monterey Co. portion of the 27th A.D. She's the wild card in the primary --- and some say she could even be a spoiler, but they aren't sure who she takes votes away from. All three are on TV (TV time is cheap in this area) and have been in the mail in recent days. All three have one other thing in common: they are all hurting for campaign contributions. As the race closes, some think Laird, who was the first openly gay mayor of the City of Santa Cruz, may have a very slight edge in this primary. He recently won the endorsement of the San Jose Mercury and he's putting heavy effort into a ground operation. Demo voter turnout in the Santa Cruz portion of the 27th A.D. could be around 32-35%, while the turnout in the Monterey Co. portion will probably be somewhat lower. Both Farr and former Demo Congressman Leon Panetta, the two best known area Demos, are neutral...

...On the Republican side, again, insiders have few real clues as to who is ahead. Some sources tend to think the frontrunner is former Santa Cruz Sentinel editor Bruce McPherson, who has swamped former Pacific Grove Councilwoman Susan Whitman in spending. But Whitman did get off an absentee ballot mailing to GOP voters and some money is rolling in off a fund-raising letter sent out by now retired State Sen. Becky Morgan(R-Los Altos Hills). It must also be remembered that Whitman has good, residual name ID left over from her previous campaign against Farr last November. Still, most rate this part of the primary as a toss up. Stay tuned...

**4th S.D. SPECIAL: HANSEN & JOHANNESSEN BATTLE.**

By the time this issue of CALPEEK hits up in Northern Calif., the 4th S.D. special to replace Mike Thompson in the State Senate will be but a day or two away. Many, but not all CALPEEK sources think that Shasta Co. Sup. Maurice Johannessen(R) has an excellent shot at upsetting former GOP Assemblywoman Bev Hansen, who was the frontrunner when this special began...

...Why do CALPEEK sources continue to think that Johannessen has a good shot at an upset? A number of factors, starting with a much better VBM (vote by mail) program; a stronger GOTV effort; and more MONEY. By all accounts, Johannessen will outspend Hansen by about \$175,000 to \$200,000 --- much of it his own money. In addition, there is a *well financed independent expenditure campaign* running on behalf of the supervisor, with State Sen. Rob Hurtt(R-Orange Co.) as the major backer to this effort. Sources say consultant Steve Presson is in charge of Hurtt's IEC...

...Those who disagree and think Hansen will pull this special out of harms way, cite her better name ID and her strong support in the Sonoma and Napa areas of the district. These sources say that if Hansen can get out "her" vote in these areas, she will win...

...What about the two Demos? Attorney Montana Podva and Dennis Chuning are "B" team players and will be killed by either Johannessen or Hansen. It's a toss up as to which of these guys gets the most Demo votes. There is some *speculation* that because these Demos are weak candidates, some Pro-Choice Demos may cross over to vote for Hansen in this primary. Johannessen is a Pro-Life candidate on the question of abortion, but we should note that abortion has not been a major issue in this campaign...

...FYI: There is one other aspect of this race which CALPEEK hasn't really touched on. This contest may determine who State Senate Republicans pick as their leader. Sources say Hurtt wants to replace current GOP Leader Ken Maddy and this special could tip the balance. If Hansen wins, Maddy will remain in control of the caucus. And sources say Maddy is going all out to help Hansen. Stay tuned...

**40th S.D. SPECIAL: BATTLE TO REPLACE DEDDEH.**

There is already a controversy swirling around the upcoming Nov. 2nd special to replace recently retired State Sen. Wadie Deddeh(D-Bonita) -- and there are no officially declared Republicans in the race as yet. The controversy involved Deddeh getting his old job back at Southwestern College. Seems that a couple of college trustees thought the whole retirement number and Demo Assemblyman Steve Peace's announcement that he would run for Deddeh's seat smacked of a *backroom deal*. Why such a charge? Peace's stepfather, G. Gordon Browning, is president of the Southwestern College Bd. of Trustees and Peace and Deddeh are longtime political allies. Trustees approved Deddeh's rehiring on a 3-2 vote. However, CALPEEK should note that there is an old State law on the books which says that teachers who leave the profession to go to the legislature can get their old jobs back. Deddeh was a teacher at Southwestern before his election to the State Assembly some 27 years ago. FYI: two GOP names have surfaced as possible contenders. One name is Joe Ghougassian, a former U.S. Ambassador to Qatar and a former sr. advisor to Pres. Ronald Reagan. Ghougassian ran for the House in the 1990 GOP primary, but lost to Randy Cunningham. The other name to surface is that of former Assemblywoman Tricia Hunter of Bonita. Stay tuned...

**DOG DAYS OF SUMMER: POLITICAL SHORT TAKES.**

Editor's note: Here are a few political items worth noting...

- **CRP To Honor The Gipper** - The CA Republican Party will host a Calif. Tribute to former Pres. Ronald Reagan and Mrs. Reagan, 6:30 p.m. reception, 7:30 p.m. dinner, Century Plaza Hotel, Sept. 14. L.A. Mayor Richard Riordan is serving as dinner chair, with Gov. Pete Wilson, former Gov. George Deukmejian and AG Dan Lungren serving as co-chairs. The \$1,000 per person dinner is *not* being billed as a \$1,000,000 event. The dinner coordinators are GOP fundraisers Joyce Valdez and Keith Coplen & Brian Kraft...

- **CALPEEK's Reading File** - CALPEEK insiders are split on whether the Aug. 22nd L.A. Times magazine story on CA Treasurer Kathleen Brown was well rounded story or a "puff piece." The cover story was written by political reporter Cathleen Decker. CALPEEK is of the opinion that it was a well rounded

story, because Decker covered negatives (such as Brown's apparent flip flops on school busing while on the L.A. Board of Educ.) as well as the positives. It's worth reading, if you haven't as yet...

- **Orange Co. Demo Chair Resigns** - Howard Adler has resigned as chairman of the Orange Co. Democratic Central Cmt., effective immediately. Adler, who much earlier this year had been mentioned as a possible candidate for CDP chair, cited health reasons for his resignation. O.C. Demo vice chair Dorianne Garcia is gearing up to take over from Adler. Stay tuned...

**TOM BRADLEY AT COMMONWEALTH CLUB SEPT. 10.**

Former L.A. Mayor Tom Bradley will address members of the Commonwealth Club of Calif., 11:45 a.m., Sept. 10, Parc 55 Hotel, S.F. Bradley's speech is titled, "How Cities & Citizens Will Benefit from Clinton's Economic Stimulus Package." For info & RSVPs, (415)597-6705...

**NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.**

Editor's note: Here are some items to mark down in your notebook...

- Candidates' Outdoor Graphic Service(COGS) has appointed Reed Rothrock as its new VP in charge of its So. Calif. office and plant...

- Campaign consultant Mike Dolan has joined American Data Management as a marketing and field operations consultant. Dolan is the former national field director of the Rock The Vote organization and was a CDP field director...

- Jeannette Carmody, formerly with Hill & Knowlton in San Jose, has opened her own pa/pr office: Carmody Communications, 2139 Ardis Dr., San Jose, CA 95125. Phone (408)269-0560...

- Goddard Claussen/First Tuesday has hired congressional staffer Gary Catron as a VP of its new Washington DC office, which will open in September...

- Chris Levesque and Rick Ruiz have been hired by the NO on Prop. 174 (Cmt. to Educate Against the Voucher) as campaign press secretaries...